

CLAIMS

What is claimed is:

- 1 1. A method, comprising:  
2 providing a broadcast segment as part of an interactive television  
3 transmission;  
4 responsive to a first command received from a user input device, storing  
5 information associated with a transaction related to the broadcast segment; and  
6 responsive to a second command received from the user input device and  
7 subsequent to providing at least a portion of the broadcast segment, retrieving the  
8 stored information associated with the transaction and providing content related to  
9 the broadcast segment.
- 1 2. The method of claim 1 wherein storing the information associated with the  
2 transaction includes deferral of the transaction until the second command is  
3 received.
- 1 3. The method of claim 1 wherein the broadcast segment comprises a  
2 commercial.
- 1 4. The method of claim 1, further comprising:  
2 displaying one or more items in a shopping cart, including an item identifying  
3 the transaction;

4 providing at least some of the retrieved stored information related to the  
5 transaction in response to selection of the item in the shopping cart identifying the  
6 transaction; and

7 in response to selection of the item in the shopping cart, providing content  
8 related to the broadcast segment by displaying context information.

1 5. The method of claim 4 wherein providing the context information includes  
2 streaming at least a portion of the broadcast segment.

1 6. The method of claim 4 wherein providing the context information includes  
2 providing supplemental information related to subject matter in the broadcast  
3 segment.

1 7. The method of claim 4, further comprising:  
2 prompting for a selection to complete the transaction or to view additional  
3 context information; and  
4 in response to the selection, completing the transaction or providing the  
5 additional context information.

1 8. The method of claim 1, further comprising:  
2 prompting for user selection to conduct the transaction or to defer the  
3 transaction;  
4 responsive to user selection to defer the transaction, storing information  
5 related to the transaction in a shopping cart; and  
6 responsive to user selection to conduct the transaction, processing user input  
7 information related to conducting the transaction.

1 9. The method of claim 1, further comprising, subsequent to receiving the  
2 second command, connecting to a communication network to obtain at least some  
3 additional information useable for the transaction.

1 10. A machine-readable medium comprising machine-readable instructions  
2 stored thereon to:

3 receive a broadcast segment as part of an interactive television transmission;  
4 responsive to a first command received from a user input device, store  
5 information associated with a transaction related to the broadcast segment; and  
6 responsive to a second command received from the user input device and  
7 subsequent to providing at least a portion of the broadcast segment, retrieve the  
8 stored information associated with the transaction and provide content related to the  
9 broadcast segment.

1 11. The machine-readable medium of claim 10, further comprising machine-  
2 readable instructions stored thereon to:

3 display one or more items in a shopping cart, including an item identifying the  
4 transaction;

5 provide at least some of the retrieved stored information related to the  
6 transaction in response to selection of the item in the shopping cart identifying the  
7 transaction; and

8 in response to selection of the item in the shopping cart, provide content  
9 related to the broadcast segment by displaying context information.

1 12. The machine-readable medium of claim 11, further comprising machine-  
2 readable instructions stored thereon to:

3 prompt for a selection to complete the transaction or to view additional  
4 context information; and

5 in response to the selection, complete the transaction or provide the  
6 additional context information.

1 13. The machine-readable medium of claim 12 wherein providing the additional  
2 context information includes streaming at least a portion of the broadcast segment.

1 14. The machine-readable medium of claim 10, further comprising machine-  
2 readable instructions stored thereon to, subsequent to receiving the second  
3 command, connect to a communication network to obtain at least some additional  
4 information useable for the transaction.

1 15. A client apparatus for an interactive television, the client apparatus  
2 comprising:

3 a communication interface to receive supplemental information as part of a  
4 broadcast segment in an interactive television transmission;

5 a processor responsive to a first command received via the communication  
6 interface from a user input device to trigger storage of data associated with a  
7 transaction related to the broadcast segment; and

8 a storage unit to store the data associated with the transaction related to the  
9 broadcast segment and to store at least a portion of the supplemental information in  
10 response to the first command, the processor being responsive to a second  
11 command, received via the communication interface from the user input device and

12 subsequent to display of at least a portion of the broadcast segment, to retrieve the  
13 stored data and some of the supplemental information from the storage unit and to  
14 provide the retrieved data and supplemental information for viewing by an end user.

1 16. The client apparatus of claim 15 wherein, in response to the second  
2 command received from the user input device, the processor is capable to:

3 provide one or more items for display in a shopping cart, including an item  
4 identifying the transaction;

5 provide at least some of the data or supplemental information from the  
6 storage unit related in response to selection of the item in the shopping cart; and

7 in response to selection of the item in the shopping cart, provide content  
8 related to the broadcast segment by triggering a display of context information.

1 17. The client apparatus of claim 15 wherein the communication interface,  
2 processor, and storage unit comprise part of a set top box coupleable to a display  
3 device.

1 18. The client apparatus of claim 15 wherein the communication interface,  
2 processor, and storage unit comprise components of a display device.

1 19. A system, comprising:

2 a television network connectable to a communication network to provide a  
3 broadcast segment, having supplemental information, as part of an interactive  
4 television transmission; and

5 a client terminal coupleable to the television network, the client terminal  
6 including:

7 a communication interface to receive the supplemental information as  
8 part of the broadcast segment;

9 a processor responsive to a first command received via the  
10 communication interface from a user input device to trigger storage of data  
11 associated with a transaction related to the broadcast segment; and

12 a storage unit to store the data associated with the transaction related  
13 to the broadcast segment and to store at least a portion of the supplemental  
14 information in response to the first command, the processor being responsive  
15 to a second command, received via the communication interface from the  
16 user input device and subsequent to display of at least a portion of the  
17 broadcast segment, to retrieve the stored data and some of the supplemental  
18 information from the storage unit and to provide the retrieved data and  
19 supplemental information for viewing by an end user.

1 20. The system of claim 19 wherein the client terminal is capable to communicate  
2 with the television network via a cable modem to a modem termination system  
3 coupled to the television network.

1 21. The system of claim 19, further comprising a component to store a  
2 subsequent broadcast and interactive television information related to the  
3 subsequent broadcast, while the retrieved data and supplemental information is  
4 viewed by the end user.

1 22. The system of claim 19 wherein, in response to the second command  
2 received from the user input device, the processor is capable to:

3           provide one or more items for display in a shopping cart at the client terminal,  
4     including an item identifying the transaction;  
5           provide at least some of the data or supplemental information from the  
6     storage unit related in response to selection of the item in the shopping cart at the  
7     client terminal; and  
8           in response to selection of the item in the shopping cart, provide content  
9     related to the broadcast segment by triggering a display of context information at the  
10    client terminal.